



Understanding Business Ownership (U.S.)

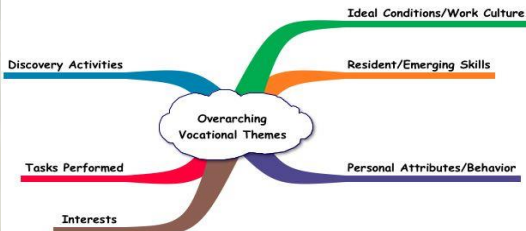
- Average Start-Up Cost in U.S. is \$10,000
- 37% Use Loans
- Most Use Personal Savings
- 70% to 80% Success Rate (factor out restaurants)
- Average Business Lasts 8 Years
- Average Wage Job Lasts 7 Years

U.S. Commerce; Wells Fargo, US
Census, Kaufmann Foundation, CFED



Discovery & Vocational Themes

Griffin-Hammis Associates:
Elemental Flow Chart for Developing Vocational Themes



Discovery & Vocational Themes

- Discovery Reveals:
- When the Person is in Flow
- Enjoyable or Engaging Tasks & Related Skills
- Support Strategies that Foster Performance
- Ecological Fit & Conditions of Employment Success



Discovery & Vocational Themes

- Discovery Reveals:
- Three Overarching Vocational Themes
- These Themes hold Unlimited Work Scenarios
- Self-Employment is possible within almost any job Scenario
- Example Vocational Themes include, but are not limited to: Fashion, Agriculture, Mechanical, Outdoors/Nature, Culinary, Restoration...(Themes Are Not a Checklist!)



Vocational Themes

- Themes are NOT Job Descriptions
- Themes Open up Possibilities in even the smallest Communities
- Themes are Imprecise but provide Guidance for Discovery activities & career development
- Interests are Important, but not rigorous enough for Career Development
- The Combination of Themes, Skills & Tasks are Essential



Vocational Themes

- Three Vocational Themes allows for Mixing & Matching
- Go Where the Theme/Career Makes Sense
- Ask Advice of Those who Share the Same Themes
- Organizational Theme coupled with a Transportation Theme: *Train Logistics, Air Traffic Control, Police Dispatch, Car Restoration....*



Vocational Themes

- For Each Theme, Develop a List of 20
- Use Informational Interviews as Discovery Ends to explore Supply Chain
- Is there a B2B Service that Matches the Individual's Interests?
- Are there Small Employers that Need Services?
- Small Employers that need Products or Inputs?



Linking to Self-Employment

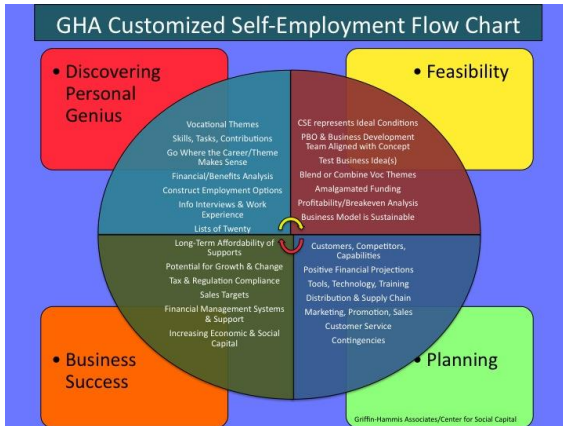
- Are there Related Companies that Need Workers but not Employees?
- Does Self-Employment represent the Ideal Conditions?
- Does the Person Have a Unique Idea?
- Are the Work-Related Supports too Expensive or Complex to support in a Wage Job?



Linking to Self-Employment

- Is there an Opportunity for a Business within a Business?
- Is the Person Running Towards Self-Employment and Not Away From Wage Employment?
- In the Best of All Possible Worlds Both Wage & Self-Employment are Options





Exploring Business Feasibility

- The Decision to Start a business Comes Thru Discovery
- The Idea is Supported thru the Establishment of at least 3 Vocational Themes (typically)
- Matches resident or emerging Skills & Tasks
- Owning a Business Addresses the Ideal Conditions of Employment

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Exploring Business Feasibility

- Owning a Business is not Tied to the Myth of Entrepreneurship
- The Idea is Organic; it emanates from Discovery, not a staff person's idea or a Market Opportunity
- Matches Who the Person is First, then it Exploits or Creates a Market

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Exploring Business Feasibility

- Feasibility Testing: How do we know this business can make it?
- Variables: It fits the person; it fits the Market; It generates a reasonable Wage; It Generates more than it Costs; It Does not allow the Person to look incompetent; It has a Glidepath or it Achieves a Short-Term Financial or Personal Goal



Exploring Business Feasibility

- Sell Some!! (Neighbors, Events, Farm Markets, Consignment, Ebay, Etsy, etc.)
- Advertise and Analyze
- Surveys (Formal using Survey Monkey; Phone Calls; Door-To-Door)
- Market Research (Ask other Businesses/Info interviews; SBDC Staff; Study Industry Websites)